

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Providing On-line Ticket Booking System for sale of Cinema Tickets in the State in Phased Manner and permission to M/S Galaxy Entertainers Private Limited to Operate the On-line Ticket booking system – Orders – Issued.

HOME (GENL.A) DEPARTMENT

G.O.Ms.No.110

Dated: 19-02-2009.

Read the following:

1. G.O.Ms.No.47, Home (Genl.A) Dept., dated 10-3-2006.
2. G.O.Rt.No.1966, Home (Genl.A) Dept., dated 21-11-2006.
3. Committee's Report dated 1-2-2007.
4. G.O.Rt.No.1571, Home (Genl.A) Dept., dated 25-8-2008.
5. Recommendations of the Three Member Committee Report dated 3-11-2008.
6. The Hon'ble High Court in its Interim order in WPMP No.28354/2008 dated 23-10-2008 in W.P.No.21723/2008 filed by M/s Beyond Basiks Infotech Pvt. Ltd., Hyderabad.

ORDER:

The Government of India, Ministry of Information & Broadcasting, based on the recommendations of a Committee of State Ministers, issued guidelines to the States, vide their D.O.Letter No.103/1/2001-F (1), dated 29-1-2002, for introduction of Computerized Ticket Booking of Cinema/On-line Ticket Booking to facilitate correct disclosure of sales volumes and to prevent tax evasion. Government, thereafter, have been contemplating to have On-line Ticket Booking System in the Theatres of Andhra Pradesh.

2. In pursuance of the above, Government have constituted a Committee vide G.O. fourth read above with the following terms of reference

- (1.) To examine whether to have a centralized single State level operating system (Hub) with one agency, instead of multi-agencies.
- (2) The period of operation may be initially for the period of five (5) years, which may be extended by another five (5) years with mutual consent with Government.
- (3) To recommend whether the on-line booking system should be implemented in a phased manner in the State and recommend the area jurisdiction in the matter.
- (4) To decide the rate on Service Charges to be collected by the agency.

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3. In the meantime, Government received representations/proposals from the following (eight) agencies and Associations on the issue of grant of On-line Ticket Booking System in the Cinema Theatres in the State:

- (1) Galaxy Entertainers Private Limited, Hyderabad.
- (2) Viswa's Media Entertainer., Vijayawada.
- (3) Beyond Basiks Infotech Private Limited, Hyderabad.
- (4) Aarvy Online Stores Private Limited, Hyderabad.
- (5) Book My Cinema, Pune.
- (6) Telugu Film Producers Council, Hyderabad.
- (7) A.P. Film Chamber of Commerce, Hyderabad.
- (8) Hyderabad State Film Chamber of Commerce, Secunderabad.

4. The above proposals have been referred to the Committee with a view to give an opportunity of personal representation for the above (eight) Associations/Agencies before the Committee so that the concept, mythology and competency with regard to the technology, infrastructure and other items relating to the requirement of On-line Ticket Booking System could be properly projected before the Committee.

5. The above Committee has invited the representatives of above eight agencies including three trade bodies. The agencies aspiring for Licence for On-line Ticket Booking System, except Viswa's Media Entertainer, have put forth the Infrastructure, Operational Model, Notable points before the Committee in detail. The Committee had discussed the view points of the above aspirants/agencies in detail in the reference fifth read above, and recommended as follows:

- (1) The arguments in favour of a Single Agency outweigh the arguments in favour of Multiple agencies and therefore observed that there is a clear advantage in going with a Single agency.
- (2) That the initial period be set for ten (10) years with an option for the operating agency to extend another five (5) years. Subsequently, the agreement may be extended for another five (5) years with mutual consent with Government.
- (3) That the System be implemented in a phased manner.
- (4) A Service Charge of Rs.6/- per ticket for operating agency. However, the operating agency be given the liberty of levying the Service Charge even below Rs.6/- per ticket.

6. In the meanwhile in the reference sixth read above, Hon'ble High Court in W.P.M.P.No.28354/2008, in W.P.No.21723/2008, filed by M/s Beyond Basiks Infotech Private Limited, Hyderabad, has directed that the petitioner be permitted to continue to sell On-line Cinema Tickets subject to the terms and conditions imposed by the Respondents in the previous years. It was also directed in the same order that, pending further orders, there shall be interim directions as prayed for.

7. After detailed examination of the recommendations of the Committee report at fifth read above, Government after careful examination of the issue and also keeping in view of the interim directions of the Hon'ble High Court of Andhra Pradesh in W.P.M.P.No.28354/2008 in W.P. No.21723/2008, in exercise of the powers conferred under section 11 (2) (a) of Andhra Pradesh Cinemas Regulations Act, 1970, and Section 17-A of Andhra Pradesh Cinemas (Regulation) Rules 1970, accord permission to M/s Galaxy Entertainers Private Limited to operate On-line Ticket Booking System in the State in a Phased manner initially for a period of ten (10) years. The terms and conditions annexed to this order:

(a) Phase-I : Theatres located in Greater Hyderabad Municipal Corporation, and the areas in Visakhapatnam, Vijayawada, Guntur, Tenali, Tirupathi, Kakinada, Rajahmundry Eluru, Ongole, and Warangal.

(b) Phase-II: Theatres located in all the District Headquarters and major towns.

8. The Commissioner of Police, Hyderabad City, and the Commissioner of Police, Cyberabad, is directed to entrust the theatres under their control for On-line Ticketing to M/s Galaxy Entertainers Private Limited, Hyderabad, by excluding the theatres which are presently being operated by M/s Beyond Basiks Infotech Private Limited, Hyderabad, in terms of the interim directions of the Hon'ble High Court in W.P.M.P.No.28354/2008, in W.P.No.21723/2008 dated 23-10-2008.

9. All the District Collectors & Licensing Authorities and the Commissioners of Police, Hyderabad/Cyberabad & Licensing Authorities are informed that the above orders are issued pending amendment to the clause c (i) (ii) of rule 12-A, and sub-clause (h) of sub-rule 6 of Rule 16 of Andhra Pradesh Cinemas (Regulation) Rules, 1970, issued in G.O.Ms.No.47, Home (General.A) Department, dated 10-3-2006.

10. All the District Collectors & Licensing Authorities and the Commissioners of Police, Hyderabad/Cyberabad & Licensing Authorities, are directed to take further necessary action. The Licensing Authorities are also directed not to renew the existing Licence /Permission of On-Line Ticket booking agency, if any, after expiry of such existing Licence/ Permission, unless there is a Court's direction to that effect.

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11. This order is available on Internet and can be accessed at address [“http://www.ap.gov.in/goir](http://www.ap.gov.in/goir).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**AJOYENDRA PYAL,
PRINCIPAL SECRETARY TO GOVERNMENT.**

To

All the Licensing Authorities and District Collectors in the State.

The Licensing Authority i.e., Commissioners of Police,
Hyderabad/Cyberabad.

The Commissioner of Commercial Taxes, Andhra Pradesh Hyderabad.

M/s Galaxy Entertainers Pvt. Ltd., (Easy Cinema) Plot No.17, 3rd floor,
Mithilanagar, Road No.10, Banjara Hills, Hyderabad-34.

Copy to:

Copy to Revenue (CT.III) Department,

The A.P. Film Chambers of Commerce, Film Nagar,
Jubilee Hills, Hyderabad.

The Hyderabad State Film Chamber of Commrce, S.D.Road, Secunderabad.

Copy to P.S to Hon’ble Minister (I&PR,Cine,T.C.A & M.A)

Copy to P.S to Hon’ble Chief Minister, Government of Andhra Pradesh.
SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER

Annexure to G.O.Ms.No. 110
Home (General.A) Department, dated: 19-02-2009.

The Agency M/S Galaxy Entertainers Private Limited is permitted to operate the system initially for a period of ten (10) years which may be extended by another five (5) years with mutual consent with Government.

2. The Agency M/S Galaxy Entertainers Private Limited is directed to operate the system as indicated below:

- (1) First Phase should be completed within one year of the start of the project. All the theatres in the first phase should make the necessary provision from the inception date of the project.
- (2). The Second Phase implementation should be completed within eighteen (18) months of the inception of the project. The theatres covered under Phase II should make the necessary provisions within one year from the start date of the project.
- (3). M/S Galaxy Entertainers Pvt Ltd., has to pay a fee as prescribed in sub rule 6 of rule 16 (h) of A.P.Cinemas (Regulation)Rules,1970 ,as amended from time to time by Government.
- (4) On-line ticket service charge is fixed at Rs.6/- (Rupees six) per ticket. However, the operating agency may at liberty to chose to apply a service charge of under Rs.6/- for various reasons of its own.

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- (5) The lowest class tickets should be completely sold at the theatres only, however in the case of Multiplex theatres, 50% of tickets can be booked through on-line.
- (6) 50% of all the tickets in the theatre except those belonging to the lower classes must be made available through the “proposed system” of On-Line Ticket Booking.
- (7) The proposed system should include channels such as internet (web booking), telephone booking and booking at various retail outlet stores.
- (8). The cine-goer should be able to visit a single portal (URL) for conducting all transactions related to the purchase or canceling of a movie ticket for any show at any theatre covered under the proposed system in the State of Andhra Pradesh.
- (9). The Cine-goer should be able to call a single telephone number for conducting all transactions related to the purchase or cancelling of a movie ticket for any show at any theatre covered under the proposed system in the State of Andhra Pradesh.
- (10) The movie theatre should provide space for setting up a kiosk/ticket dispatching counter for the operating agency.
- (11) The proposed system should report the sale of tickets sold through the system in synchronous mode to the Government for tax purposes.
- (12) In case the tickets allocated to the proposed system are not sold completely, they should be made available to be sold at the ticket counters at least 2 hours before the start of the show.

- (13) The proposed system should be available round the clock for cine-goer convenience.
- (14) The proposed system should not generate duplicate tickets and should ensure proper coordination with the theatre.
- (15) A given transaction in the proposed system should not contain purchase of more than four (4) tickets.
- (16) The tickets purchased through the proposed system should not be exchangeable.
- (17) Live information on all transactions done through the proposed system should be made available through the portal for viewing by general public.
- (18) The proposed system should be robust and have state of the art facilities to handle any exigencies.
- (19) The advanced booking of the tickets for any particular show should be available no sooner than one week prior to the screening of the show.
- (20) Allocation of seats for the agency operating online should follow a reasonable pattern. Acceptable pattern can either be alternate rows or any one half (left or right) of the seating, or a combination of both with 50% of the number of seats allocated to the agency. In case there are odd number of seats in any category, the agency may be allocated a number of seats equal to the largest whole number less than 50%.

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3. The On-line Ticketing permission shall be subject to imposing of any further terms and conditions as deemed fit by the Government, from time to time.

AJOYENDRA PYAL,
PRINCIPAL SECRETARY TO GOVERNMENT.
HOME DEPARTMENT

SECTION OFFICER